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Emerson's Seeds

FOR EVERY FARM AND GARDEN PURPOSE



SINCE 1865

*J. L. Hubbard 1928**Exclusive Hardware Specialties*~~213 215 STATE ST. BOSTON MASS~~

70 PARK STREET, BEVERLY, MASS.

January 1, 1943

FOOD FOR FREEDOM

Effective in the month of February, 1943, our government will ration over 200 food products, namely vegetables and fruits and by-products which come from these vegetables and fruits. Indirectly this rationing will have a great bearing on the future American way of living with the result that back yards, vacant lots, abandoned farms and any ground available will be turned into production, mainly to vegetables in order to assure enough of these products for home consumption. Last year in our country the Victory Gardens ran into seven million. This year the program calls for an increase to fifteen million which will be taken care of by the Victory Gardens, Lend Lease and Food for Freedom Gardens.

Our government program also calls for a great increase in production on the part of farmers and market gardeners. The natural result will be a greater demand than ever before for garden seeds. The Lend Lease program also calls for large amounts of vegetable seeds. We are already shipping seeds to foreign countries for spring planting under this program.

On November 1st we sent you our price list and order blank, the response from which was gratifying. However, there are a large number who have not responded. It would not be amiss to make the seed catalogue your evening reading from now on. All orders should be placed as soon as possible so that they can be shipped from February 1st to March 15th in order to assure receiving your requirements. After March 15th we anticipate that vegetable seeds will begin to disappear to such an extent that shipment will be delayed and some seeds unobtainable. You should act now without further delay rather than be disappointed when planting time comes around.

Enclosed find a post card which you can use for placing your order if you have not already received one of our order blanks.

THOMAS W. EMERSON COMPANY  
70 Park Street  
Beverly, Mass.

"THERE IS NO HALF-WAY TO THEIR GROWING QUALITIES"







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We are quoting for your benefit a recent letter from the Associated Seed Growers, Inc.

*First come, first served, but —  
some shortages are inevitable*

The position in regard to seed available for 1943 gardens is somewhat further clarified since the last issue of *The Asgrow Dealer*. Most of the seed crops have now been harvested, and warehouse work of cleaning, fitting and packing for distribution is well under way, though hampered at some of our plants by the unavoidable shortage of man-power.

On the whole, the growing season just past may be regarded as having been a fairly good one, but in some areas it was late in starting, in some it was marred by the violent rains of August, and in others by hail and storms. Thus the extra acreages planted have not resulted in as heavy yields of some species as had been hoped for, but by fully utilizing our available resources, we feel that we have made the most of Nature's bounty and that the home gardener will have sufficient seed in the coming season, though he may not always be able to get the particular variety to which he is accustomed.

It is evident that 1943 will be a big gardening year. Home owners realize now as never before the necessity of growing vegetables, not only because shopping is more difficult than in normal times but also because every household raising its own supplies thereby helps conserve much-needed railroad transportation and labor. In addition, there is a rapidly growing realization that vegetables are essential to a well-balanced diet and that a well-balanced diet is essential to health. The Victory Garden movement is therefore likely to grow in 1943, strongly backed by the various state and federal agencies, the trade, and the press.

In addition to probably increased home demand, it will again be our duty to ship considerable quantities of American-grown seed to our fighting allies, and every good seedsman will be proud that our industry, even if it means some inconvenience to him, has a most important part in their great struggle.

We therefore urge every dealer to make plans at once for 1943 and place his orders right away. It need hardly be said that everything possible will be done to meet his wishes, within the limits of available inventories, but it should be remembered that some species and varieties are in short supply; and, as the heading to this letter indicates, the earlier the order, the more likely it is to be filled.

Early orders will also be helpful from our point of view, because of the labor situation, and will enable us to make better shipping arrangements in these days of crowded transportation, so as to have the seed delivered in good time for your requirements.

It will be understood, of course, that over-night service, with which we have so often been able to help our dealer customers, is likely to be out for the duration.

A word to the wise is sufficient.

THOMAS W. EMERSON CO.,  
70 Park Street, Beverly, Mass.

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